

Iowa Artists Board Meeting Minutes January 16, 2021

Present: Deanna Skokan, Rabbecca Hennessey, Delayne Segar, Danna Fruetel, Kathy Strohl, Marcia Kruse, Jane Shank, Sue Biederman, Dollie Bothwell, Gigi Nelson, and Sharon Scandrett.

Kathy opened the meeting at 9:02 AM with a welcome to members. She reported that letters are being sent out to galleries to set up the traveling show. Deanna confirmed that we have booked Witter Gallery in Storm Lake for August and Sanford Museum & Planetarium in Cherokee for September. We are in the process of contacting more galleries for future dates.

Vice President: Danna Fruetel checked with the Ankeny Art Center. Barb Vaske, Director, and Brooke Szweda, Gallery Manager, are interested in being linked to our organization. The Ankeny Art Center has some good learning programs scheduled on business and art.

Danna has offered to write a section for the newsletter on galleries: their focus and offerings.

Secretary: Minutes were read online by members of the board prior to the meeting. Rabbecca motioned their approval with Deanna seconding. Unanimous approval. Thanks was given to Deanna and Kathy for drafting these minutes.

Treasurer: Delayne reported that Iowa Artists' financial status is very strong. Members also have the option of paying their dues through PayPal. Danna requested to have Delayne send out a report periodically which was approved. Discussion ensued if google sheets should be sent or a monthly summary. Rabbecca suggested sending a link to the board members to access google sheets with "Read only" instructions. A motion was made by Deanna to have monthly treasurer reports with access to the google sheets and Danna seconded the motion. This motion was approved by all members.

Discussion followed on holding regional show advance checks due to the pandemic and canceled shows until shows are actually scheduled. It was agreed to hold checks until a show is scheduled. Online shows will not receive an advance check.

Discussion ensued to have a second bank signer if anything happened to our treasurer. Danna Fruetel offered to be the second signer and will go to each bank for paperwork signatures. This was made into a motion by Gigi and Dolly seconded this. The motion was passed unanimously with no opposition votes.

Membership: Deanna reported that 113 members have paid dues with more coming in daily. Two members have moved out of state. The art calls and Facebook group are

bringing in new members. At this time: Regions have: 1- 4, 2 – 8, 3 – 9, 4 – 4, 5 – 28, 6 – 8, 7 – 8, 8 – 18, 9 – 6, 10 – 0, 11 – 7, 12 – 9. Totals of membership in 2020 was 233, in 2019 was 230 and in 2018 was 224. Deanna is hoping to increase that to 250 this year and has sent letters to past members, which has brought in one already.

The on-line show has 32 entries.

Brochures: Pricing of brochures has skyrocketed. Ink has been unavailable, especially black. \$200 was allocated for brochures. Jane Shank has the final design. Danna suggested brochures should be put in galleries as well as distributed to members.

Regional and State Shows: Rabecca reported that all but two shows have been scheduled. One, Jim, is waiting on availability of the library. The other chairperson has not responded to e-mails.

This year is the 50th Anniversary of Iowa Artists. Members are to receive a promotional gift especially at the regional shows. Various gifts were discussed: visors, key chains, magnets, note pads, or pens, name tags, mugs, aprons. Rabecca will check with Impact to see what gifts they may have. She will also order ribbons. The traveling show will have certificates; regional shows, ribbons. A motion was made to pay for ordering more ribbons by Rabecca and De seconded it.

Newsletter: Jane reported that the deadline for the next newsletter is February 15. Discussion ensued on the number of pages it should have. Delayne claimed we could afford extra pages: 10 pages. Items to have in the newsletter are a report on galleries written by Danna who will feature one gallery per issue. Member interviews, articles on how to improve the art space, such as lighting, places to display our works. Putting some of the information on the website was discussed such as the regional news, Deanna said 400 copies of the newsletter are needed. Sending newsletters to 57 galleries was discussed as well as adding them to our membership list. We spent \$2.48 on each newsletter. Jane needs more help with the newsletter. An e-mail request for more volunteers will be sent out. The second newsletter is posted online.

State Show: As this show still needs a chairperson, discussion ensued about having this show online. Delayne volunteered to chair the state show as an online show with several board members saying they would help her. All applicants to regional shows need to photograph their work before it is covered in glass. This information needs to be released to the regional show chairpersons right away. Jane agreed to write an article about photographing artwork for digital entry to shows. The two categories remain: 2 D, 3D. Each regional show chair can decide if they will hold their show in person or as a virtual show. The state show will be on May 22. Regional shows will be completed by April 29th.

Website: Marcia reported that she will put on website that all entries to regional shows will need to have photos taken before they are finally framed. Jane will put a note on the website to join her committee. Brochure is available on the website. Kathy requested

that we advertise that regional shows can be held in person or virtually, depending on what each region is most comfortable with. Also that artwork cannot be entered in the online or traveling show if the piece has won a prize in a previous Iowa Artists show.

Press release: A press release is needed for our 50th Anniversary. Delayne brought it up and Kathy volunteered to write the press release.

Traveling Show: Deanna discussed the number of entries needed for this show: 25-30. The show would run from August 1, 2021 to July 31, 2022. Various requirements were discussed. Specific details will be released later. Kathy will notify winner. Open to members only, and must have family friendly content. The judge will be listed. Volunteers from each region may be asked to move the traveling show to the next site. Reimbursement for mileage was made into a motion by Rebecca and seconded by Delayne. The motion passed unanimously.

Adjournment: Gigi motioned for the meeting to be adjourned and Danna seconded it. Kathy adjourned the meeting at 11:35 AM.

Respectively Submitted: Sharon Scandrett